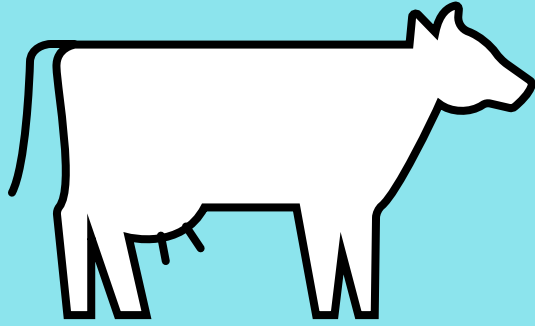




Dairy Drop

Case Study UX/UI App Design

Intro + Goals

INTRO

DairyDrop approached this project as a subscription-based dairy and non-dairy delivery app, aiming to give customers the same "set it and forget it" convenience as a grocery run — without the trip.

The approach combined competitive research, user interviews, and iterative testing to move from assumptions about the target user to a validated, low-friction flow built around search, transparency, and effortless subscription control.

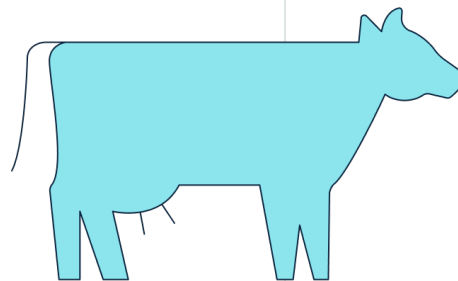
GOALS

DESIGN GOALS

- Let users find any product in one search — no digging through menus
- Make subscriptions editable, skippable, or cancellable in a single tap
- Replace vague delivery windows with an exact, trackable ETA
- Remove sign-up as a barrier — let users browse before creating an account

CLIENT GOALS

- Build trust through full farm-to-door transparency
- Position DairyDrop as the more convenient, more honest alternative to grocery-store dairy
- Drive subscription adoption without pressuring one-time buyers
- Highlight proprietary suppliers unavailable anywhere else



Problem Question + The Challenge

HOW MIGHT WE

How might we help customers achieve reliable, flexible dairy delivery without dealing with unpredictable delivery windows and confusing subscription management?

THE CHALLENGES

- 01 Unpredictable delivery windows**
Customers reported skipping entire weeks because they couldn't plan around uncertain arrival times.
- 02 Confusing subscription management**
No clear path to pause, skip, or modify a recurring order — leading to cancellations instead of adjustments.
- 03 Lack of origin transparency**
Customers wanted to know which farm their milk came from — existing UI gave no traceability.
- 04 High new-user friction**
Account creation required before product browsing, causing significant drop-off at the top of the funnel.

My Role + Project Vision



Sole UX/UI Designer

End-to-end ownership of research, strategy, interaction design and visual design.

MY RESPONSIBILITIES

- Competitive analysis of four direct competitors across ten feature dimensions
- Primary qualitative research: Walk-and-Talk interview with the target user
- Secondary quantitative research: market sizing, delivery-abandonment data, food price indices
- Assumptive and validated personas, empathy maps and user flows
- Information architecture and sitemap
- Speed sketching, A/B testing, low-, mid- and high-fidelity wireframes
- Customer journey map
- Interactive prototype and brand-aligned UI system

PROJECT VISION

To build a dairy delivery app that feels as considered as the product it delivers — where a customer can find what they need in one search, understand exactly where their milk came from, know precisely when it will arrive, and skip a week in a single tap.

The design goal was invisibility. Every decision was measured against one question: does this remove a step, or add one?

SUCCESS CRITERIA

- 01 A first-time user reaches a product page without creating an account
- 02 Any product is findable in one search
- 03 Subscription pause or skip requires no more than two taps
- 04 Delivery ETA visible before checkout

Client Information



DairyDrop was founded by young farmer **Adeline Davis**, who set out to eliminate waste and inefficiency in the dairy industry. She sources milk from small-scale organic farms, delivers via a 100% electric fleet, and uses fully biodegradable packaging.

WHAT MAKES US DIFFERENT

- 100% Organic, non-GMO, hormone-free feed
- Milk from named, free-range cows on ethical local farms
- 100% electric delivery fleet — zero emissions
- Full production transparency, farm-to-door
- Non-dairy alternatives available
- Proprietary suppliers unavailable anywhere else

MISSION

To provide high-quality, sustainable, ethically-sourced milk and non-dairy alternatives while reducing waste and promoting a healthier lifestyle for all.

PROMISE

To produce, supply, and deliver organic fresh milk from local ethical farms — make every drop count.

VALUES

- Transparency
- Local Farming
- Animal Welfare
- Eco-Friendly Delivery

MARKETING STRATEGY

- Educate consumers on sourcing
- Be radically transparent
- Engage local communities
- Promote daily convenience
- Build strong online presence

BRAND IDENTITY

Main logo



Type/Fonts

Titles - 36pt.

**Eloquent JF
Pro Regular**

Subtitle 1 - 18pt.

Proxima Nova on Adobe Font s

Subtitle 2 - 18pt.

Proxima Nova on Adobe Font s

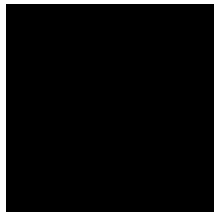
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Proxima Nova on Adobe Fonts

Footer - 9pt.

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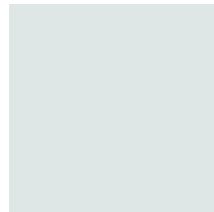
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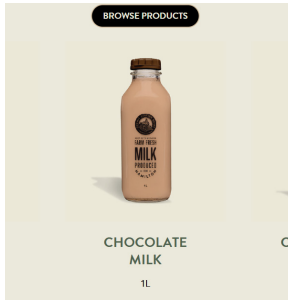
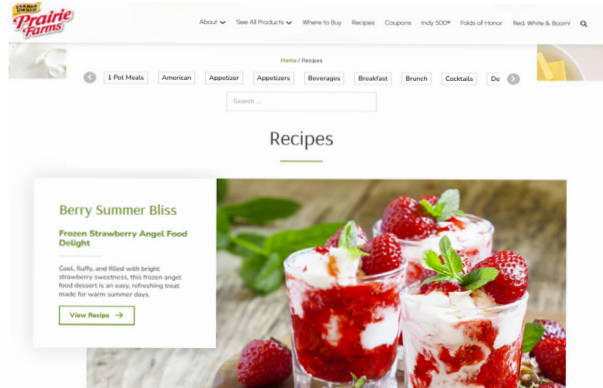
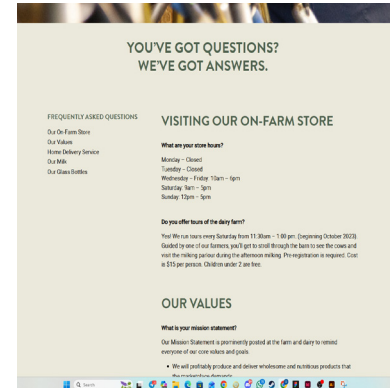
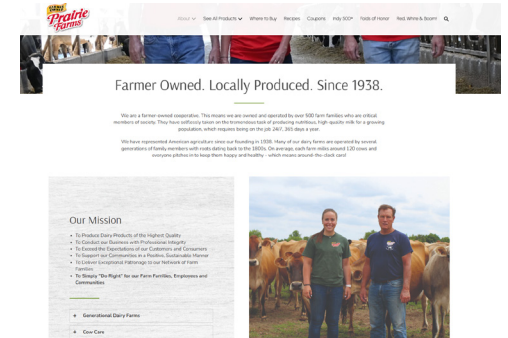
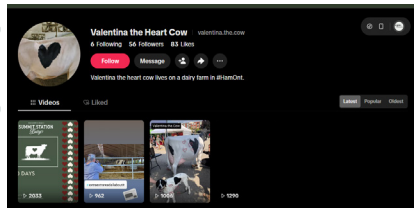


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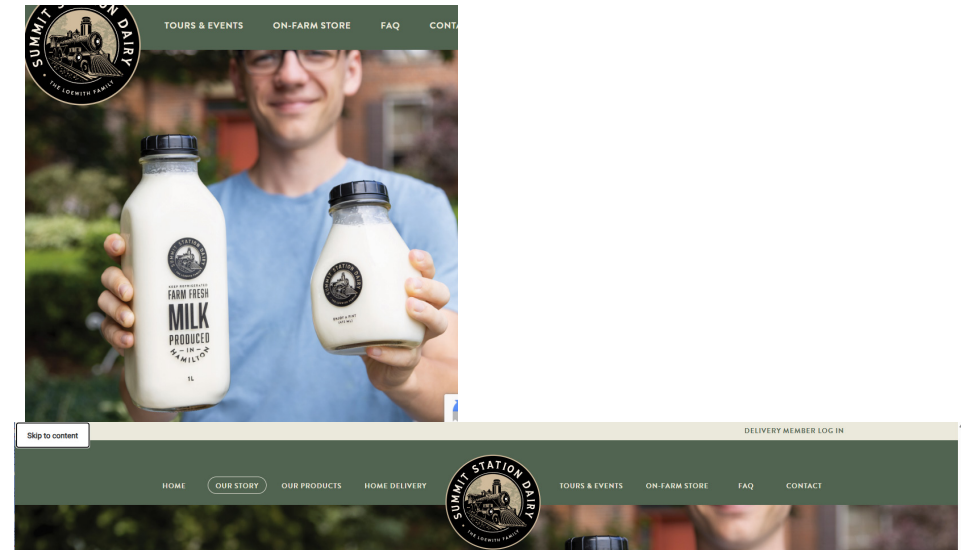
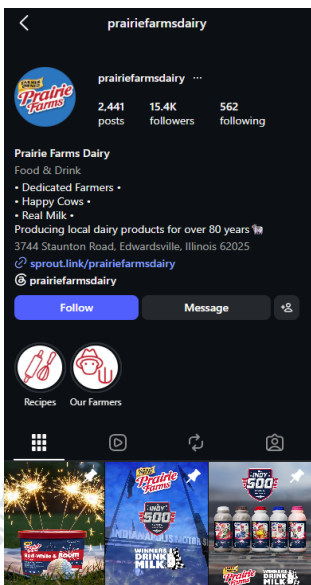
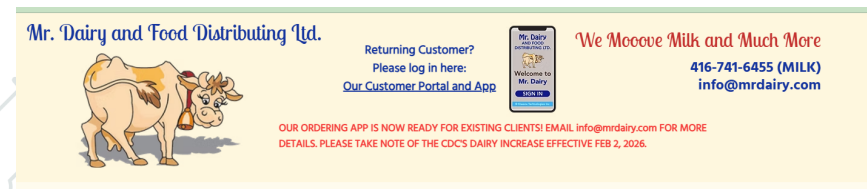


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Research

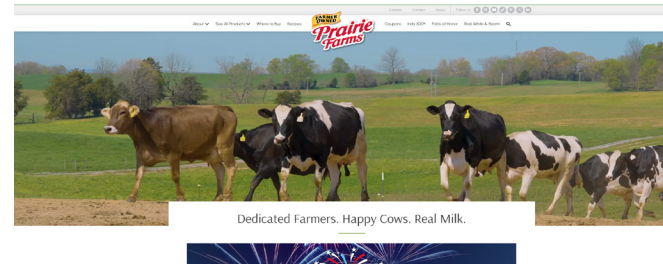
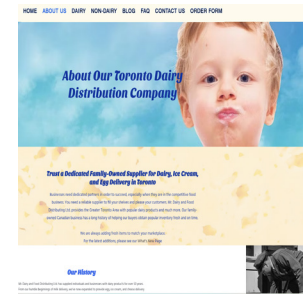
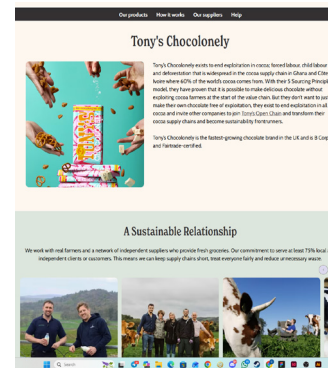
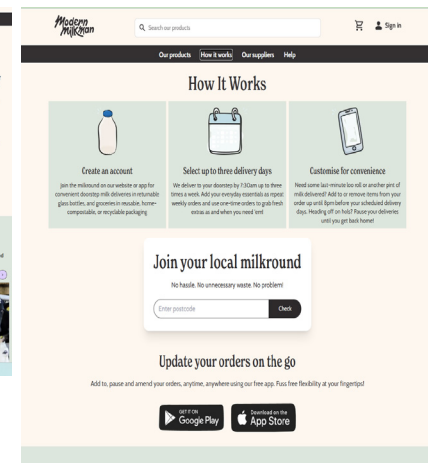
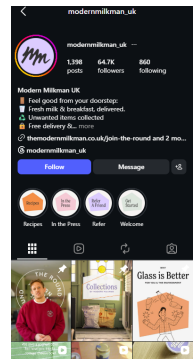
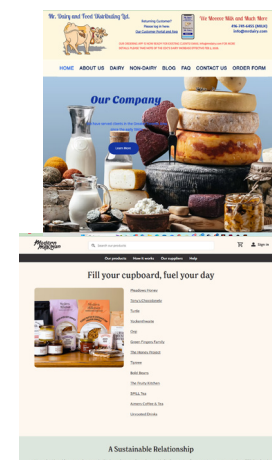
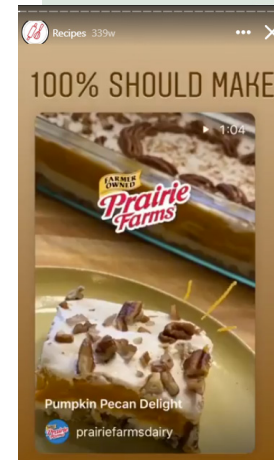
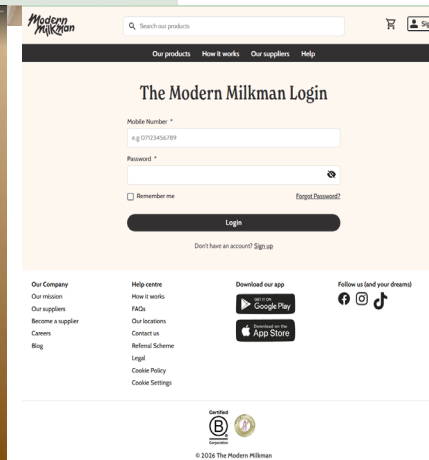


TOP 4-Dairy Drop							
Prairie Farms		Mr. Dairy		Modern Milk		Summit Station Dairy	
Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
It is a good thing that the company is so focused on the quality of its products. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	It is a good thing that the company is so focused on the quality of its products. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	It is a good thing that the company is so focused on the quality of its products. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	It is a good thing that the company is so focused on the quality of its products. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.	The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services. The company is always looking for ways to improve its products and its services.



Research

DAIRY DROP



Competitive Matrix

SCOPE & GOALS

How might we help customers achieve reliable, flexible dairy delivery without dealing with unpredictable delivery windows and confusing subscription management?

FEATURES				
User Interface Quality	Simple, well-organised app with a consistent visual identity. 	Outdated design; lacks a unique look and feels hard to navigate. 	Minimal and modern interface; smooth and brand-aligned experience. 	Warm, authentic aesthetic that reflects local dairy brand values. 
Images	Commercial-quality product photos; clear and effective for browsing. 	No images for product inventory. 	Clear, effective images suited for browsing a curated catalog. 	High-quality visuals that build trust and community connection. 
Filters While Searching	Only a search bar; no dedicated filter tools available. 	No search bar available on the platform. 	Filters are well-organised; easy to narrow down products. 	No search bar available on the platform. 
Product Catalog & Categories	Wide variety of products across multiple categories. 	Smaller, basic catalog with limited product variety. 	Well-organised product page with clear category structure. 	Very limited selection; focuses on a narrow product range. 
Payment Options	Proper online checkout; easy, reliable payment experience. 	Proper online checkout available. 	Flexible subscription-based payment with digital billing. 	Very limited on-site support; no e-commerce checkout. 
Customer Support	Standard support and FAQs; reachable by phone and email. 	Traditional support methods only; no modern channels. 	24/7 support; fast, highly responsive customer service. 	Very limited on-site support; no live chat or email. 
Subscription Management	Recurring delivery options exist but customisation is limited. 	Basic ordering system; limited flexibility or control. 	Flexible subscription; easy to pause, skip, or cancel at any time. 	Offers annual membership only; no flexible subscription options. 
Pricing & Subscription Costs	Clear pricing with straightforward product cost breakdown. 	No pricing information available on the site. 	Transparent pricing; subscription plan is visible and easy to follow. 	Position and pricing are clear; all products visibly priced. 

 **EXCELLENT**

 **GOOD**

 **BAD**

Persona • Qualitative

THE EXPLORER

Freelance Graphic Designer • \$62,000 / year



GOAL / PURPOSE ON APP

Browse fresh local dairy products and subscribe to recurring delivery. Discover artisan and organic options aligned with sustainable values. Manage preferences and reorder favourites in one tap.

EXPERIENCE LEVEL

Intermediate — uses 5+ delivery apps regularly. Expects intuitive UX and minimal friction from the first session.

TONE OF VOICE

"I just want farm-fresh milk at my door without thinking about it - and bonus if it looks good in my fridge."

ABOUT ME

I'm Maya — 27, freelance graphic designer in Toronto. My schedule is unpredictable, so I've become a delivery-app devotee. I care about where my food comes from and love finding brands with a story. I want an app that feels as thoughtfully designed as the brands I support: clean, intuitive, and honest.

FRUSTRATIONS

- ❌ Delivery windows are too broad — a 4-hour window makes planning my workday impossible.
- ❌ No way to simultaneously filter by organic, A2, or lactose-free options in one search.
- ❌ The app doesn't save my preferences or past orders for easy one-tap reordering.
- ❌ Too many steps to update a recurring subscription - should never take more than one tap.

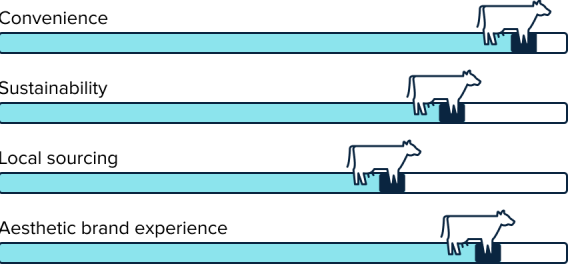
INFLUENCES ♦ NEW

- Instagram food blogs
- Pinterest aesthetic boards
- TikTok wellness creators
- Sustainable brand newsletters
- Local farmers market

CHARACTERISTICS

- Adventurous
- Design-conscious
- Sustainability-driven
- Tech-savvy

MOTIVATIONS



FAVOURITE BRANDS

Natrel RUVIERA Gay Lea

PREFERRED SOCIAL MEDIA



PREFERRED TOOLS / DEVICES

- MacBook Pro
- iPhone 15 Pro
- iPad Air

PREFERRED CHANNELS

- Youtube
- Ebay
- Social Media

Empathy MAP Canvas

THE EXPLORER

GOAL

2 What do they need to do?

Order fresh dairy quickly

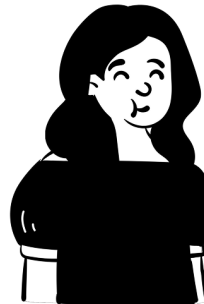
Set up recurring subscription

Filter by dietary preference

Track delivery in real-time

Reorder favourites in 1 tap

WHAT DO THEY THINK AND FEEL?



FEARS

Receiving wrong or damaged items

Missing delivery during work hours

Hard-to-cancel subscription lock-in

GOALS

App as polished as Spotify or Shopify

Feel good about every purchase choice

Save time without losing quality

1 Who are we empathizing with?

Maya Patel · 27 · Freelance Graphic Designer ·
Toronto, ON · Single

The Explorer

Qualitative

Primary

\$62,000/year

3 What do they SEE?

Friends using food delivery apps

Social media ads for local brands

Better-designed competitor apps

Sustainability labels on packaging

Instagram reviews & unboxings

5 What do they SAY?

"I wish this had a dark mode"

"Why can't I filter organic AND local?"

"Remember what I ordered last time"

"The delivery window is too vague"

"I want one-tap reorder"

4 What do they HEAR?

Friends recommend HelloFresh

Podcasts on sustainable food

Client feedback on design work

Social debates: organic vs. conventional

6 PAINS

Too many steps to reorder

No sustainability transparency

Unpredictable 4-hr delivery windows

App ignores saved preferences

Limited dietary filtering options

7 What do they DO?

Checks app during coffee breaks

Screenshots inspiring app designs

Compares 2–3 options before ordering

Posts unboxing on Instagram

Cancels apps after 2 bad experiences

8 GAINS

Fresh dairy on-demand

Trusted local & organic brands

One-tap reorder for favourites

Beautiful, intuitive app experience

Smart delivery notifications

Persona · Quantitative

THE SAGE
ARCHETYPE

UX Designer · \$88,000 / year



ABOUT ME

I'm David — 35, UX designer and father of a toddler. Grocery runs used to eat my evenings; delivery solved that. I research before I buy, check nutritional labels, and I'm professionally skeptical of poor UX. I need a dairy delivery service I can configure once and trust completely.

FRUSTRATIONS

- ✗ Limited nutritional transparency — fat content, protein levels, and product origin are missing.
- ✗ Delivery time slots frequently clash with daycare pickup at 4pm; I need precision scheduling.
- ✗ No family or bulk pricing structures for households with high dairy consumption needs.
- ✗ Subscription management is buried — takes 3+ taps to pause, skip, or swap a single product.

INFLUENCES ♦ NEW

- Reddit r/PersonalFinance
- UX Unlocked Podcast
- Consumer Reports
- Nutritional research journals
- Daycare parent community

GOAL / PURPOSE ON APP

Set up reliable recurring dairy delivery for the household. Compare products by nutritional value. Track household spending. Modify or pause subscriptions with minimal friction.

EXPERIENCE LEVEL

Advanced - UX professional who critically evaluates every app interaction, onboarding flow, and information architecture.

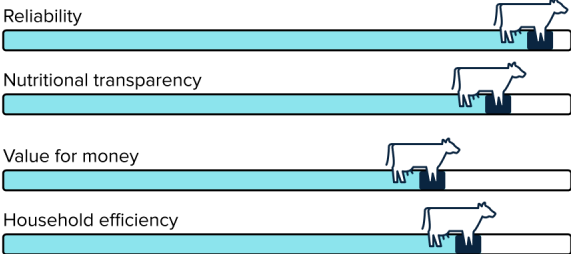
TONE OF VOICE

"Give me the data, let me configure it once, and stay out of my way."

CHARACTERISTICS

- Analytical
- Methodical
- Research-driven
- Family-oriented

MOTIVATIONS



FAVOURITE BRANDS



PREFERRED SOCIAL MEDIA



PREFERRED TOOLS / DEVICES

- MacBook Pro
- Google Pixel 8
- Smart TV

PREFERRED CHANNELS

- Amazon
- Offline store
- Online Shopping

Empathy MAP Canvas

THE SAGE
ARCHETYPE

GOAL

2 What do they need to do?

- Order fresh dairy quickly
- Set up recurring subscription
- Filter by dietary preference
- Track delivery in real-time
- Reorder favourites in 1 tap

WHAT DO THEY THINK AND FEEL?



FEARS

- 65% abandon after 2-3 late deliveries (Voxware, 2022)
- Organic food recommended for children's diets (Cambridge NRR, 2025)
- Being locked into a poorly designed app

GOALS

- <10 min/week managing household groceries
- Guaranteed on-time delivery, every time
- Maximum nutritional value per dollar

1 Who are we empathizing with?

David Kim · 35 · UX Designer · Toronto, ON · Married + 1 child

- The Sage
- Quantitative
- Secondary
- \$88,000/year

4 What do they HEAR?

- Wife on household budget & needs
- Colleagues debate Instacart vs. direct
- Podcast: UX Unlocked
- Daycare on toddler nutrition
- Food inflation news: +7.8% (2023)

6 PAINS

- No family/bulk pricing (87% changed buying habits (NIQ, 2024)
- Need <1hr window, not 4hrs
- Nutritional info incomplete or missing
- Subscription settings buried 3+ taps
- No easy pause / skip / swap flow

7 What do they DO?

- Reads labels; Googles brand origins
- Sets calendar reminders for deliveries
- Compares price per 100ml across brands
- Files support tickets for errors
- Tests onboarding; flags dark patterns

3 What do they SEE?

- Grocery delivery ads targeting families
- Instacart, Goodfood, FreshCo delivery
- Nutritional comparisons online
- Reddit r/PersonalFinance reviews
- Daycare nutrition bulletins

5 What do they SAY?

- "Need exact ETA — pickup at 4pm"
- "Where's the organic filter? Basic."
- "Tested 4 apps. None had good subs."
- "The UX on this is embarrassing."
- "Cancelled after second wrong order"

8 GAINS

- Set-and-forget weekly subscription
- Saves ~2.5 hrs/week (Nielsen, 2022)
- Full nutritional transparency per item
- Precision scheduling: <1hr window
- 1-tap pause / skip / swap management

Primary Research

Relevance ▾ All time ▾

Show results from all of Reddit →

r/toronto · 13y ago

I made a grocery app to help people Torontonians compare prices and beat the large grocery chains

171 votes · 124 comments

r/toronto · 12y ago

Grocery Delivery. Who do you use? How's the experience?

26 votes · 37 comments

r/toronto · 4y ago

New apps offering grocery delivery in under 10 min pin their hopes on power of habit

0 votes · 14 comments

r/toronto · 9mo ago

These AI-powered, self-driving box trucks will soon be delivering

The Consumer Price Index (CPI) rose 3.9% on an annual average basis in 2023, down from a 40-year high increase of 6.8% in 2022 and a 3.4% increase in 2021. Aside from food, the annual average increase in 2023 is the largest since 1991. Excluding energy and shelter, the annual average CPI rose 4.5% in 2023 compared with 5.7% in 2022.

While prices rose in every major component on an annual average basis in 2023, growth slowed in six of eight components compared with 2022. The transportation component (+0.9%) slowed the most as a result of lower gasoline prices, with decelerations also seen in the food (+7.5%) and shelter (+5.6%) component. Price growth for goods eased to 3.2% in 2023, down from 8.7% in 2022, amid easing of supply chain pressures. Prices for gasoline, natural gas and food slowed in non-durable goods (+4.0%). Prices for durable goods also increased at a slower pace in 2023 (+1.5%) compared with 2022 (+6.2%), led by passenger vehicles. Lower prices for furniture and household appliances also contributed to the deceleration.

While price growth for goods slowed 5.5 percentage points in 2023, price growth for services only slowed 0.4 percentage points, resulting in a 4.6% increase. Deceleration in homeowners' replacement cost and other owned accommodation expenses due to base-year effects was almost entirely offset by acceleration in mortgage interest cost, and to a

Not worth the trouble
★☆☆☆☆

2017-12-17
Kakmandu

Screwed up my order twice. Then substituted with something no where near what I wanted. Worst of all, paid for two (5) multipack of noodles and got two singles. Paid price for 10 but got 2. What a scam.

Scam
★☆☆☆☆

2020-03-16
Whitepurtydirty

They'll secretly charge you extra fees. I ended up more than double paying for my groceries and almost didn't notice. Support takes forever to get in contact with. They ended up refusing to give me money. Would not recommend

Scam!
★☆☆☆☆

2018-08-24

Massively inflated base prices and then an extra charge for delivery! Just go to the store's website to compare how much they're gouging you. What a joke. We're not idiots.

Diabolical payment str
★☆☆☆☆

They use customer tips don't get their tips, instead per delivery cost. It's all upper management was the cornerstone of their

Terrible
★☆☆☆☆

2020-04-05
Morpheus2774

2020-04-02
thesilentweasel

GOAL/PURPOSE

I want to easily discover and try new dairy products from local farms without wasting time on store trips → as I can free up time for travel and creativity.

RESEARCH TYPE(S)

Qualitative / Primary

CHARACTERISTICS

independent
curious
active
spontaneous

ABOUT ME

Freelance Graphic Designer
Single, no children
Income: \$62,000/yearly

Motivations/fav brands/influences

Airbnb
Spotify
Lululemon
Notion

Preferred Social

Instagram
TikTok
Pinterest

Preferred Tools

iPhone
iPad

Experience level

I am an active user of mobile delivery apps. I quickly adopt new services but delete anything that does not feel smooth and beautiful on first impression.

Preferred Channels

Mobile App
Instagram
Push notifications
TikTok ads

GOAL

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 WHAT do they need to do?
What do they need to do differently?
What (job?) do they want or need to get done?
What decisions do they need to make?
How will we know they are successful?

3 WHAT do they THINK and FEEL?
PAINS: What are their fears, frustrations, and anxieties?
GAINS: What are their wants, needs, hopes and dreams?

4 What do they SAY?
What have we heard them say?
What can we all imagine them saying?

5 What do they DO?
What do they do today?
What behaviors have we observed?
What can we imagine them doing?

st Report 2026

able Of Content

Methodology

y Service Market

luded at **\$11.4 billion** in 2025

14 at a CAGR of **8.0%**

the largest share at **62.3%** in 2025

venue share in 2025

- Key drivers: rising health consciousness, digital platform adoption, and cold chain infrastructure expansion
- Country Delight led the competitive landscape with aggressive organic milk positioning
- Report spans 2025 to 2034 with 266+ pages of analysis

Quick Contact

+1 909 414 1393

sales@dataintelo.com

Clients & Testimonials

HDCA

Thank you for the additional information. We truly appreciate it. Your team did an impressive job, revealing valuable insights beyond the market research reports.

Milk Delivery Service Market Outlook 2025–2034

The global **milk delivery service market** was valued at **\$11.4 billion** in 2025 and is projected to reach **\$22.8 billion** by 2034, expanding at a compound annual growth rate (CAGR) of **8.0%** over the forecast period from 2026 to 2034. This robust growth trajectory is anchored in shifting consumer preferences toward fresh, farm-to-doorstep dairy products, rapid urbanization across emerging economies, and the accelerating penetration of smartphone-based ordering platforms that have fundamentally restructured how households procure essential dairy staples.

Secondary Research

Price growth for food slows, but remains elevated in 2023

Prices for food purchased from stores rose 7.8% on an annual average basis in 2023. While this was a smaller increase than in 2022 (+9.8%), it was still larger than the annual average increase in the all-items CPI. Grocery price inflation remained broad-based in 2023 with a number of contributing factors, including poor weather in growing regions, higher input costs, diseases such as bird flu and African swine fever, and Russia's invasion of Ukraine. Among the grocery products with the largest price increases were edible fats and oils (+16.9%), preserved fruit and fruit preparations (+11.5%), bakery products (+10.7%), cereal products (+10.0%) and preserved vegetable and vegetable preparations (+9.7%).

Although grocery price levels remained elevated, they were relatively stable over the course of 2023, causing year-over-year growth to decelerate in all but two months, after peaking in January 2023.

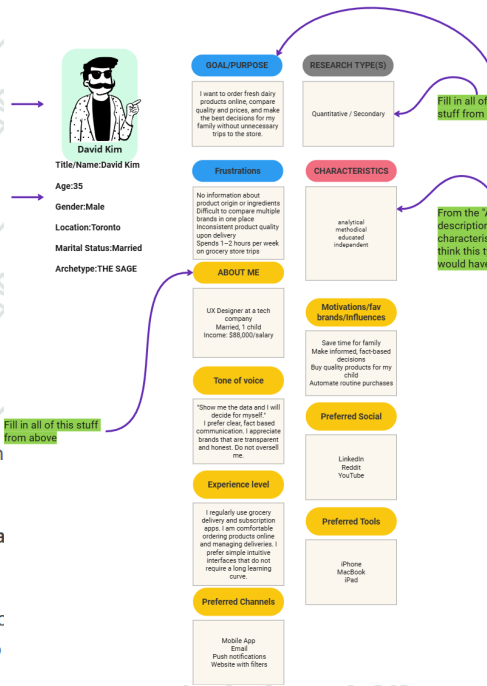
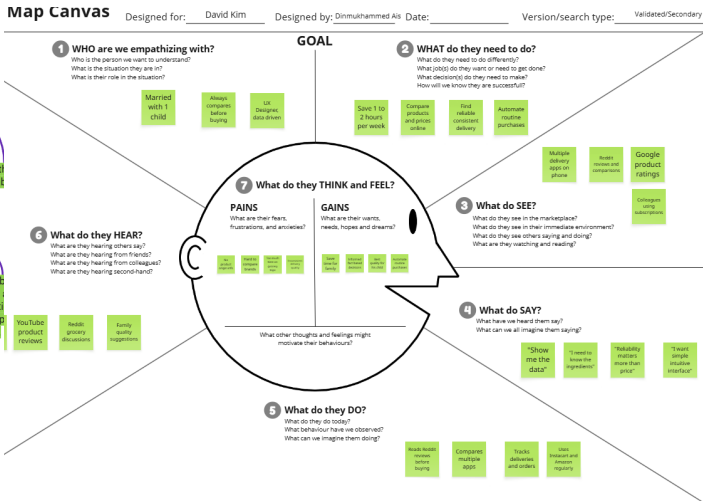
Consumers also paid 6.5% more to eat at restaurants on an annual average basis in 2023 following a similar increase in 2022 (+6.7%).

Emerging Online Grocery Trends

The online grocery landscape is rapidly evolving, with several key trends emerging that are shaping how consumers shop for their groceries. In fact, **in-store Food sales only grew +0.9% in the last year, but online sales saw a staggering 15.1% increase.**²

With that in mind, here are **3 key emerging online grocery trends** helping drive this shift:

Quantitative



ry Service Market Regional Outlook 2025-2034

is the dominant regional market for milk delivery services in 2025, accounting for approximately **54.4%** of global revenue. The region's leadership is underpinned by a combination of factors unique to its economic profile: a massive and rapidly urbanizing population base, a deeply entrenched cultural **'fresh milk'**, and a burgeoning tech-savvy middle class that has enthusiastically adopted app-based platforms. India alone contributed a substantial share of the regional figure, with platforms such as **MilkBasket**, **DailyNinja**, and **Supr Daily** collectively serving millions of households across tier-1 and tier-2 cities by early 2026. China's market demonstrated similarly strong momentum, with leading e-commerce ecosystems integrating next-morning dairy delivery into broader fresh-grocery propositions. The Asia Pacific market is forecast to expand at a CAGR of **9.2%** over the forecast period, the highest rate of any region, driven by continued urbanization, improving cold chain logistics, and government-backed programs to reduce rural-to-urban milk supply chain inefficiencies. Southeast Asian markets including Indonesia, Vietnam, and the Philippines are emerging as high-growth sub-markets, with increasing penetration of smartphone-based ordering platforms and expanding dairy consumption cultures. Cold chain transportation infrastructure investments across the region are enabling service providers to extend delivery reach into previously underserved peri-urban and secondary city markets.

North America represented the second-largest regional market in 2025, capturing approximately **26.4%** of global milk delivery service revenue. The United States and Canada together exhibit a mature home delivery culture, with milk delivery services benefiting from a consumer base increasingly willing to pay a premium for organic, grass-fed, and locally sourced dairy products delivered to the door. The revival of traditional milkman-style delivery services, reinvented through digital platforms and diversified product portfolios, has been a notable trend in the region. Major players operating subscription platforms have reported year-over-year subscriber growth rates in the range of **12-18%** annually during 2024 and 2025, reflecting sustained demand. **Europe** held approximately **20.1%** of global revenue in 2025, with the United Kingdom, Germany, France, and the Netherlands serving as the primary demand centers. European growth is anchored in sustainability-driven consumer behavior, with reusable glass bottle return schemes and carbon-neutral delivery pledges resonating strongly with environmentally conscious urban households. The region is projected to register a CAGR of **6.8%** through 2034, as premium organic and plant-based dairy delivery services gain mainstream adoption alongside traditional cow-milk subscriptions.

2022 consumer holiday buying attitudes and behaviors place additional pressure on distribution performance.

Consumers have grown intolerant of delivery delays and inaccurate order fulfillment and are more likely to punish retailers who disappoint them.

- Shipping promises are not being met. 44 percent of consumers claim that up to 10 percent of orders arrive later than promised, and another 20 percent report experiencing late deliveries up to time.
- 61 percent admit to worrying that the holiday gifts they purchase online will have delivery delays.
- 65 percent of consumers polled report that they will abandon shopping with a retailer altogether after 2-3 late deliveries.
- 81 percent claim if a retailer sends an incorrect order 2-3 times, they will abandon shopping with that retailer altogether.
- 7 percent of consumers report canceling an order after receiving an incorrect item instead of waiting for a retailer to send the correct item (up from 3 percent who reported cancelling incorrect orders in 2020).
- 70 percent of consumers say that they are likely to share a negative experience online when a purchase is late or incorrect.

Post pandemic retailers must keep store shelves stocked AND online distribution humming as customers return to stores for holiday shopping but maintain their online and hybrid shopping habits.

RATIONALE

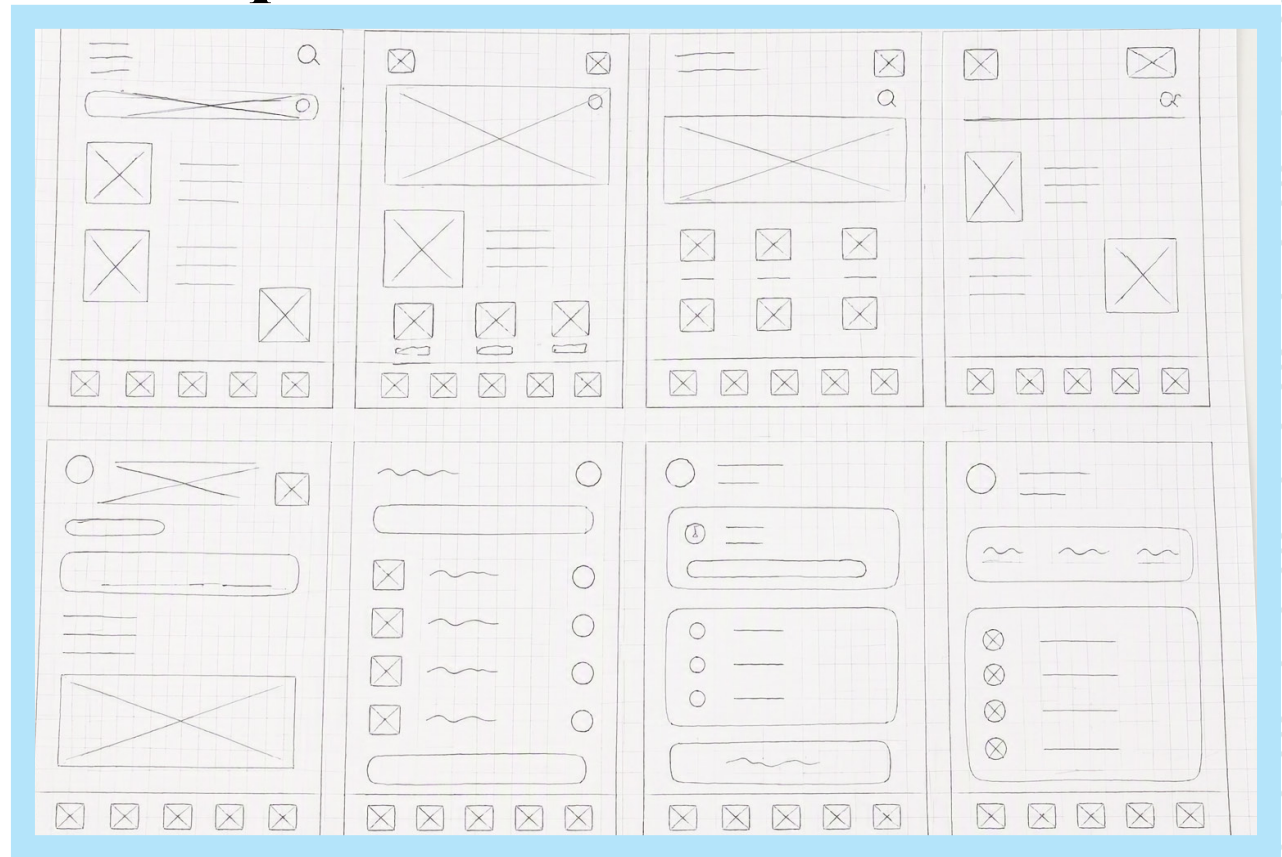
For the 8-minute speed sketch method, I quickly drew several layout ideas focusing mainly on the homepage of the DairyDrop app.

The goal was to explore the basic structure — placement of the navigation bar, search bar, product categories, featured items, and subscription-related features.

At this stage, I focused on layout and organization of elements rather than visual design. These sketches helped me understand how users move through the homepage.

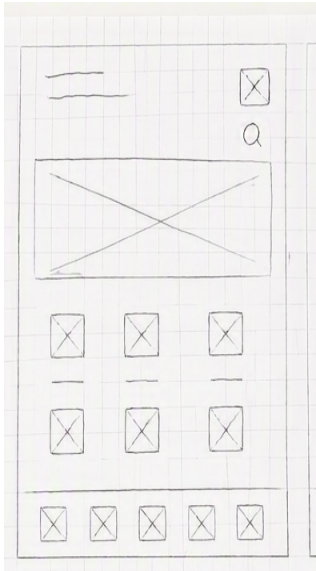
This process allowed me to test multiple layout ideas quickly and choose the structure that best supports product browsing, subscription management, and delivery tracking.

Speed Sketches — 8 variants

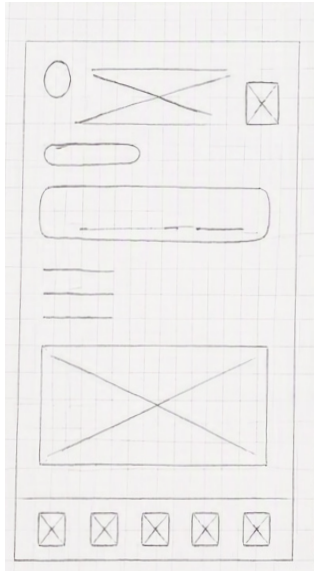


A/B TESTING

A



B



The two strongest concepts from the speed sketches were selected. User preferences were taken into account to create a more effective, user-centered interface.

A

60% Winner



B

40%



User Feedback – A/B Testing



I prefer Layout A. The search bar at the top makes it easier to quickly find products.

Layout B looks more organized, but feels a bit more crowded.



Adding more spacing and a search bar in Layout B could improve usability.



Layout B shows more information, but looks slightly busy.



Layout A feels more user-friendly overall.



RATIONALE

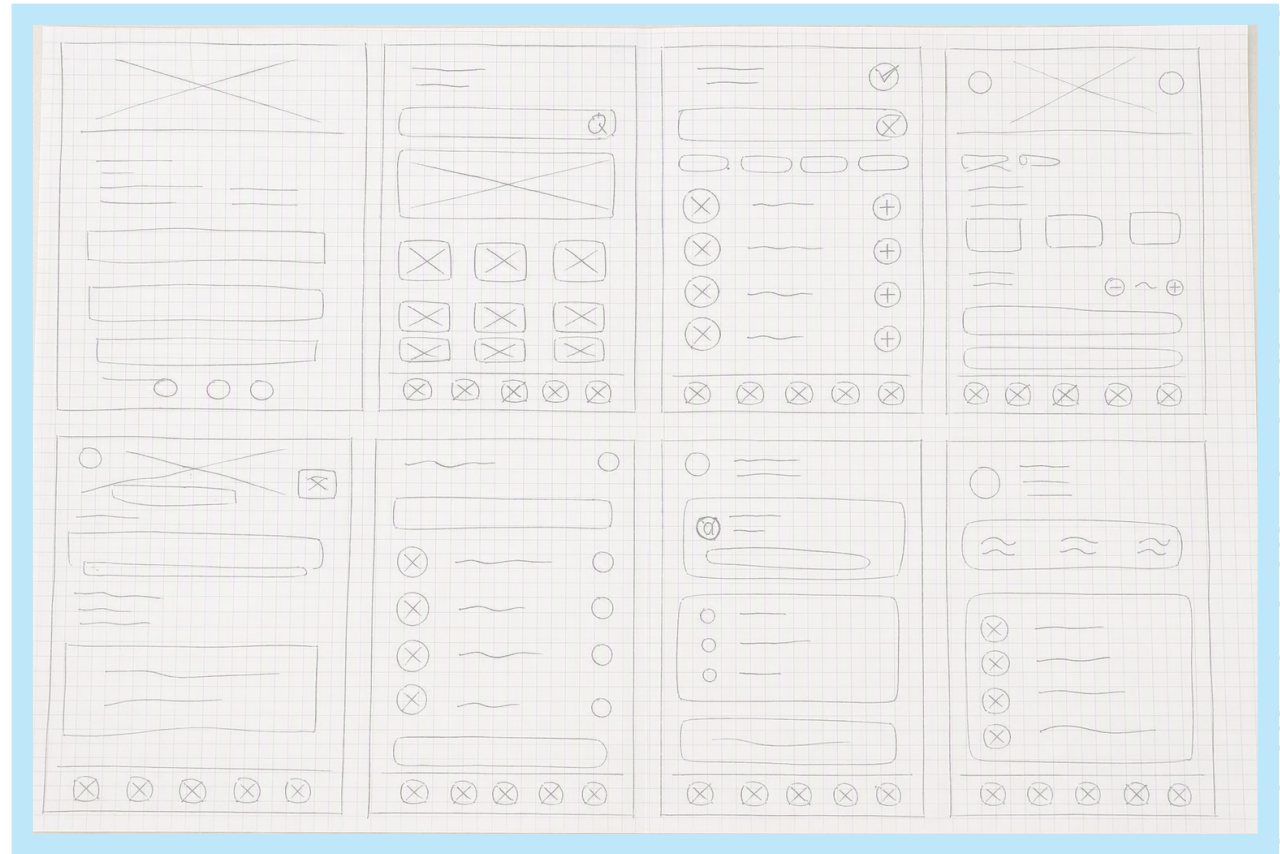
From the A/B testing results, I refined the wireframe sketches to improve the main screens of the Dairy-Drop app.

These wireframes focus on organizing key features: product browsing, subscription plan management, delivery tracking, and profile settings.

The goal is to create a simple, user-friendly experience allowing users to easily explore products, manage dairy delivery plans, and track upcoming orders.

These wireframes also establish a clear navigation structure so users can move smoothly between the main sections of the app.

Refined Wireframes — 8 screens



These screens cover the core transactional and management flows — checkout, real-time delivery tracking, subscription management, and the user profile. Together all 8 screens define the complete DairyDrop app experience.

Sign in / Sign up

9:41

Continue as Guest



DairyDrop

Email

you@example.com

Password

.....



☐ Keep Me Signed In

[Forgot Password?](#)

Sign In

OR







New to DairyDrop? [Sign Up](#)

By clicking Sign In, you agree to our current version of [Terms of Use](#) and have read DairyDrop's [Privacy Policy](#)

Home

9:41

GOOD MORNING

123 Main St, Brooklyn

Search milk, cheese, eggs...



LIMITED · 3 DAYS LEFT

20% off Fresh Eggs

SHOP NOW



CATEGORIES

MILK

CHEESE

EGGS

BUTTER

CREAM

YOGURT

[See all](#)

BEST SELLERS



Whole Milk 1L
Full-fat, pasteurized
★★★★★ 4.8 · 214 reviews

\$2.49

+

[See all](#)

HOME

SEARCH

CART

PROFILE

SAVED

Product Detail

9:41



BEST SELLER

LOCAL FARM

Whole Milk 1L

\$2.49

★★★★★ 4.8 · 214 reviews

In Stock

Full-fat pasteurized whole milk from local Ontario farms. Rich in calcium and vitamin D. Delivered fresh every morning in recyclable glass bottles.

SIZE

1 Litre

ORIGIN

Local Farm

BEST BY

+5 days

Quantity

-

1

+

Subscribe & Save 10%

Weekly delivery · cancel anytime

☐

Add to Cart — \$2.49

HOME

SEARCH

CART

PROFILE

SAVED

Product Catalog

9:41

Browse Products



Search milk, cheese, eggs...



All

Milk

Cheese

Eggs

Butter

Yogurt

6 PRODUCTS

Sort: Popular



Whole Milk 1L
Full-fat, pasteurized
● In stock

\$2.49

+



Skimmed Milk 1L
Low-fat, pasteurized
● In stock

\$2.29

+



Oat Milk 750ml
Plant-based alternative
● Low stock

\$3.49

+



Mature Cheddar 200g
Aged 12 months
● In stock

\$4.99

+



Fresh Mozzarella 125g
In brine, PDO certified
● In stock

\$3.79

+

HOME

SEARCH

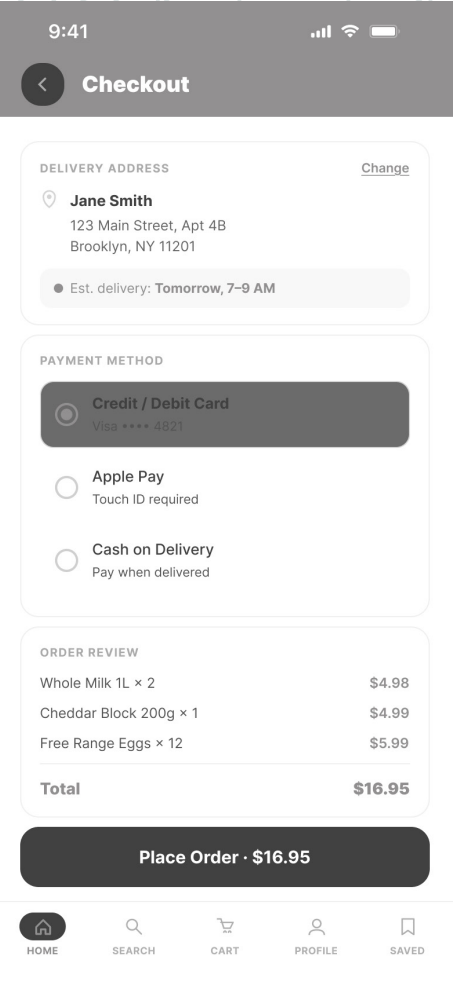
CART

PROFILE

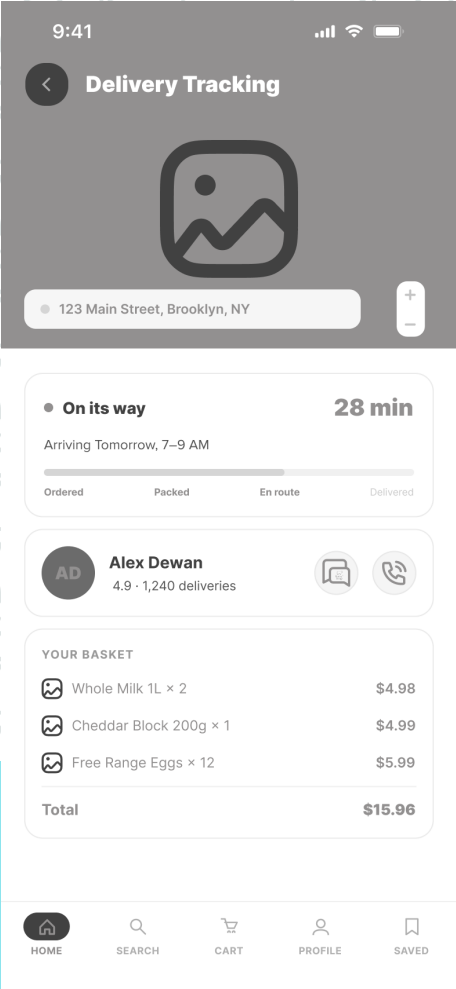
SAVED

These screens cover the core transactional and management flows — checkout, real-time delivery tracking, subscription management, and the user profile. Together all 8 screens define the complete DairyDrop app experience.

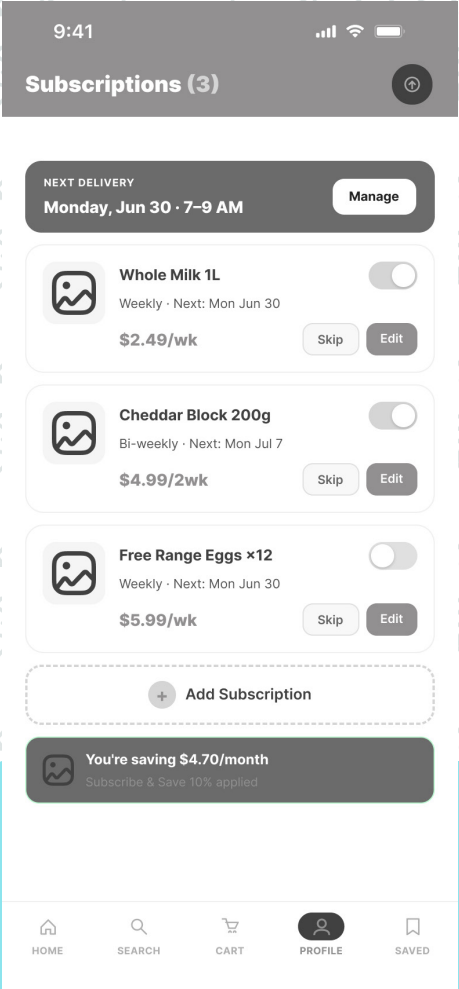
Checkout



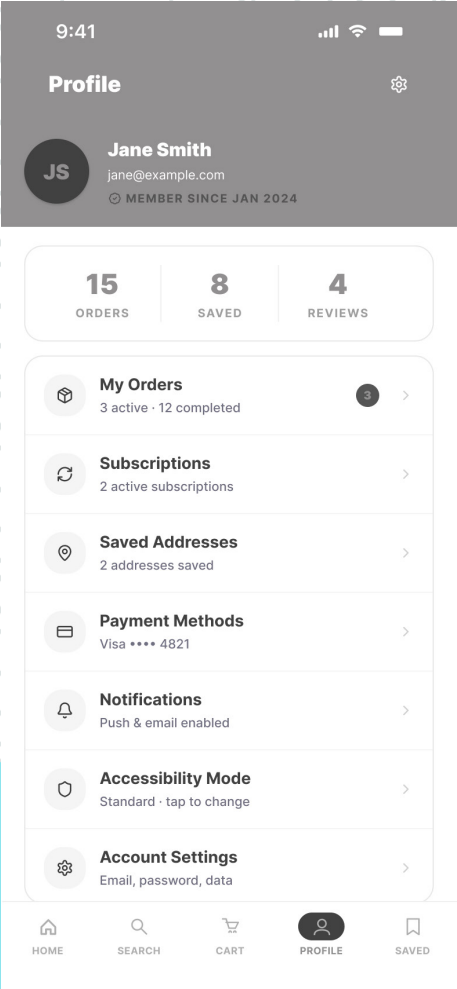
Track Order



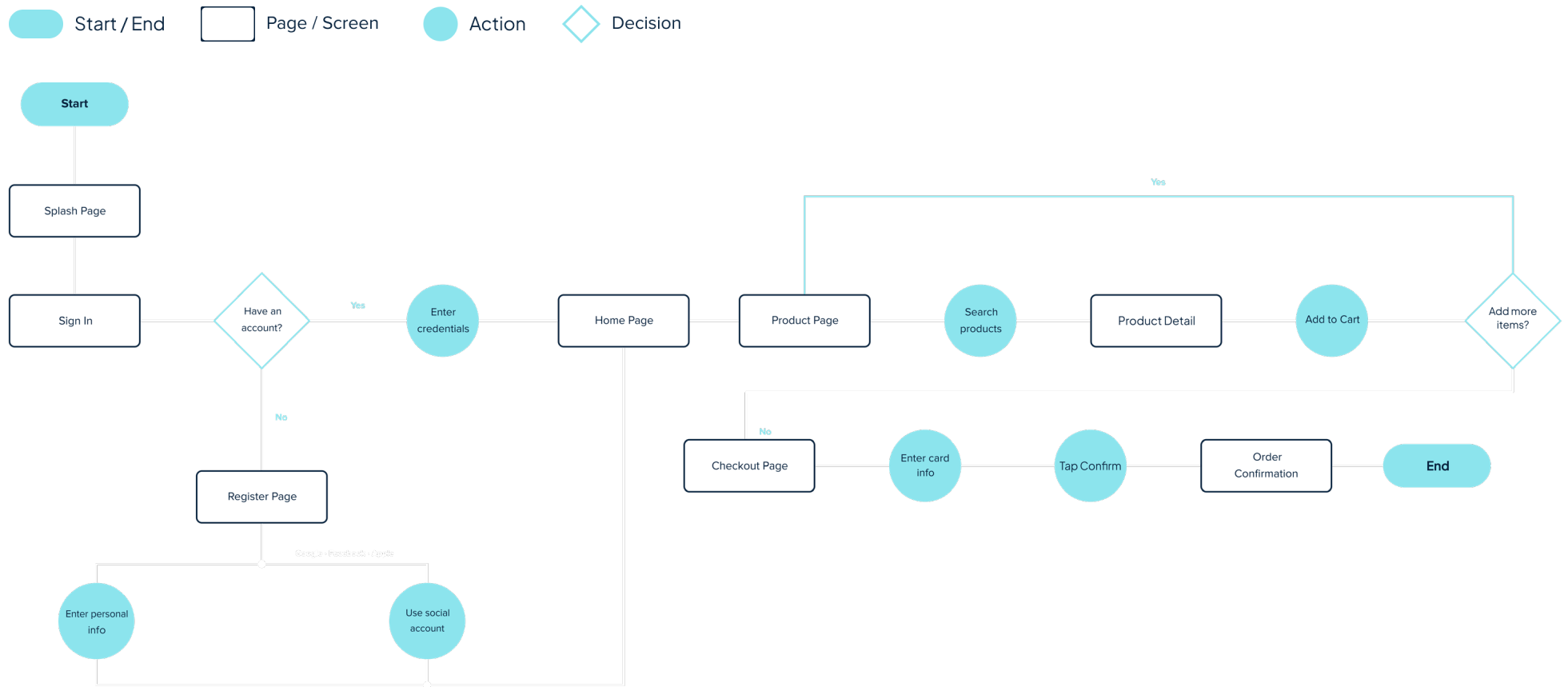
Subscriptions



Profile



Assumptive User Flow



Maya Patel • 27 • Freelance Graphic Designer • Single

Goal: "Fast, low-friction dairy delivery — find via search, order at a fair price, and manage subscriptions with zero hassle."

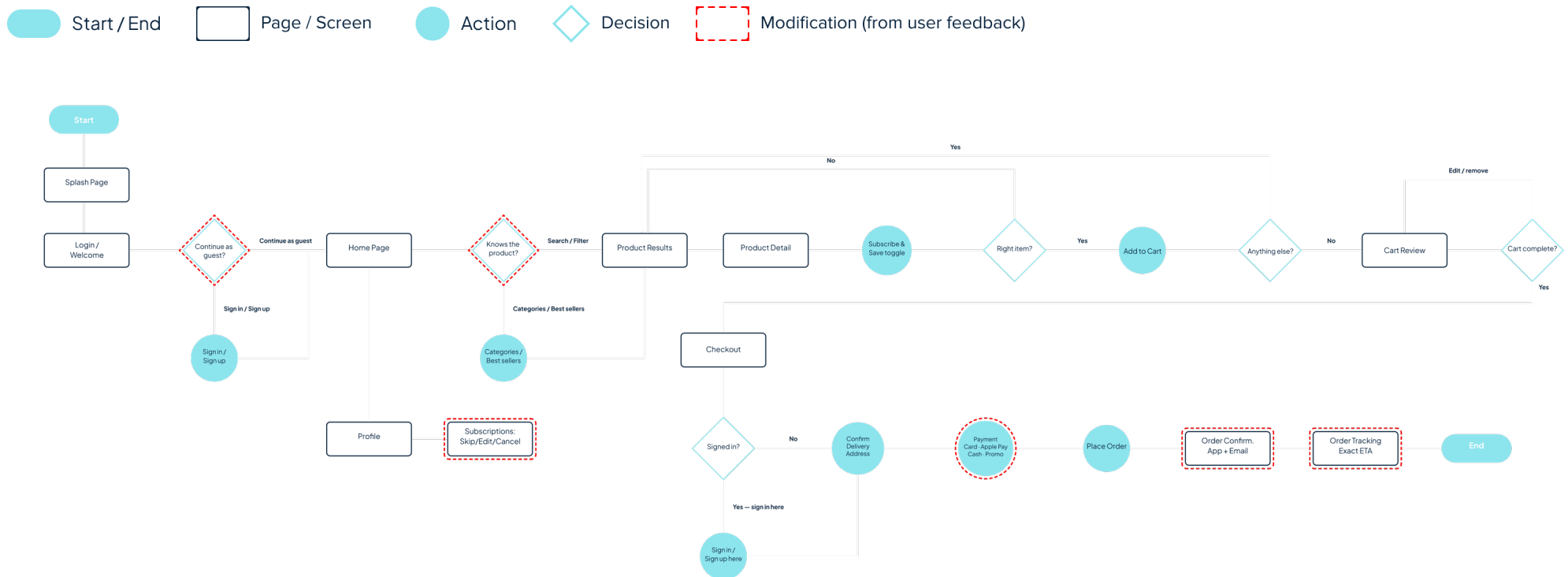
OBJECTIVES

This assumptive user flow predicts Maya's behaviour before research — a linear guest-to-purchase baseline used to validate against real feedback.

FEEDBACK

1) Let users browse as guests first, don't force sign-up early. 2) Make search the main way to find products. 3) Add a promo-code field and fast payment at checkout. 4) Make subscriptions easy to skip / cancel.

Validated User flow



Maya Patel • 27 • Freelance Graphic Designer • Single

Goal: "Fast, low-friction dairy delivery — find via search, order at a fair price, and manage subscriptions with zero hassle."

OBJECTIVES

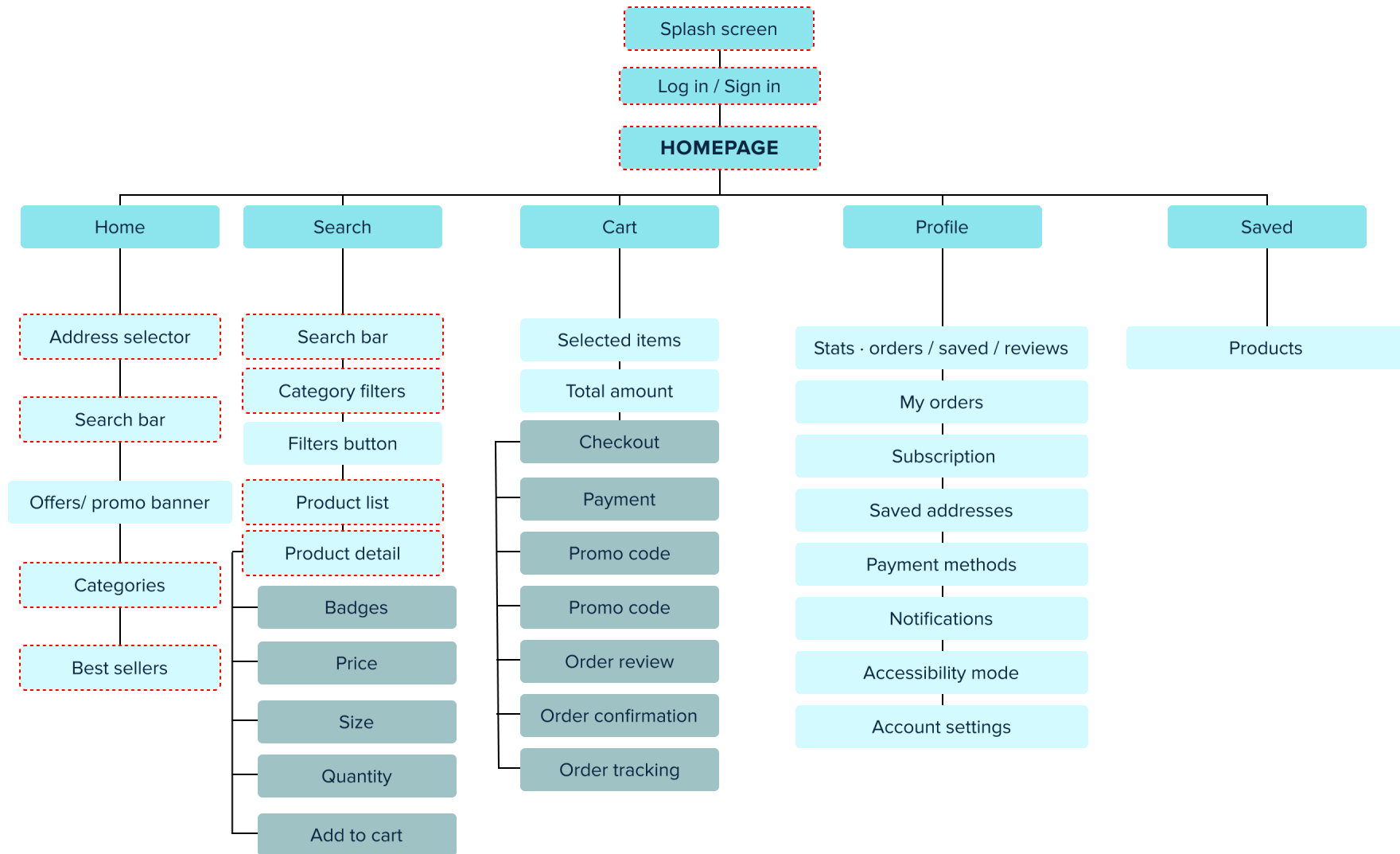
Refine and validate the flow so every step is fast, low-friction and matches real user needs — search-first browsing, easy checkout, precise tracking and simple subscription control.

PROCESS

Ran a survey with 6 users and mapped each answer to a change in the flow. Feedback on guest access, search, checkout and subscription cancellation directly shaped this validated version — real behaviour, not assumptions.

IA site Map

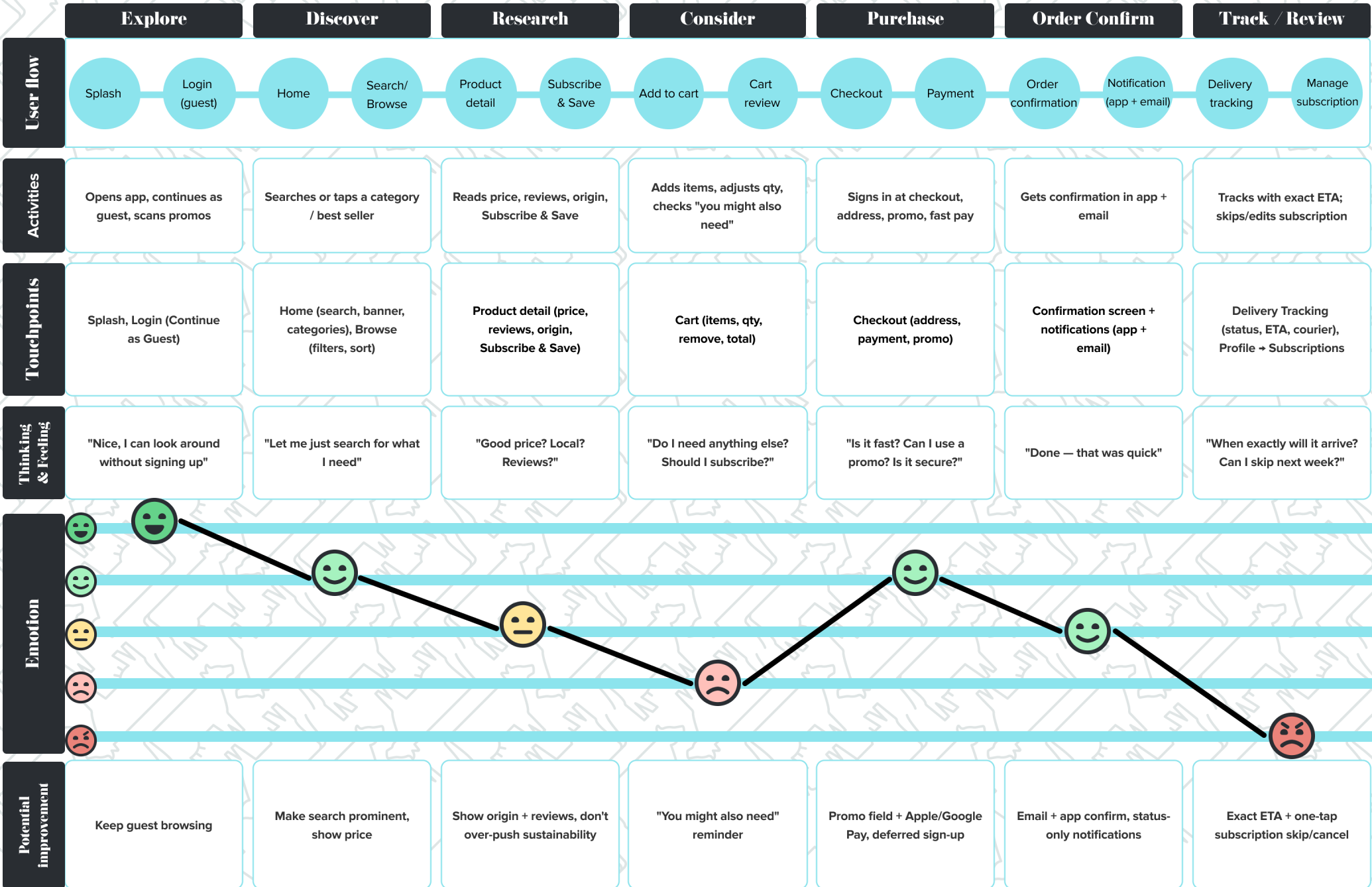
HIGHLIGHTS





27 • Freelance Graphic Designer • Single

To get fresh dairy delivered fast and effortlessly — finding products through search, ordering at a fair price, and managing subscriptions without friction, so healthy groceries take care of themselves.



Hi-Fi Wireframes

Sign in / Sign up

9:41

Continue as Guest



Email

you@example.com

Password

.....

☐ Keep Me Signed In

Forgot Password?

Sign In

OR







New to DairyDrop? Sign Up

By clicking Sign In, you agree to our current version of Terms of Use and have read DairyDrop's Privacy Policy

Home

9:41

GOOD MORNING

123 Main St, Brooklyn

Search milk, cheese, eggs...

LIMITED - 3 DAYS LEFT

20% off Fresh Eggs

SHOP NOW

Free over \$25

7-9 AM

Same-day cut 6PM

CATEGORIES

See all

MILK

CHEESE

EGGS

BUTTER

CREAM

YOGURT

BEST SELLERS

See all

Whole Milk 1L

Full-fat, pasteurized

4.8 - 214 reviews

+

HOME

SEARCH

CART

PROFILE

SAVED

Product Detail

9:41

Whole Milk 1L

2.49

BEST SELLER

LOCAL FARM

★★★★★ 4.8 - 214 reviews

In Stock

Full-fat pasteurized whole milk from local Ontario farms. Rich in calcium and vitamin D. Delivered fresh every morning in recyclable glass bottles.

SIZE

1 Litre

ORIGIN

Local Farm

BEST BY

+5 days

Quantity

-

1

+

Subscribe & Save 10%

Weekly delivery - cancel anytime

☒

Add to Cart — \$2.49

HOME

SEARCH

CART

PROFILE

SAVED

Product Catalog

Browse Products

Search milk, cheese, eggs...

AllMilkCheeseEggsButterYogurt

6 PRODUCTS

Sort: Popular

Whole Milk 1L

Full-fat, pasteurized

In stock

\$2.49

+

Skimmed Milk 1L

Low-fat, pasteurized

In stock

\$2.29

+

Oat Milk 750ml

Plant-based alternative

Low stock

\$3.49

+

Mature Cheddar 200g

Aged 12 months

In stock

\$4.99

+

Fresh Mozzarella 125g

In brine, PDO certified

In stock

\$3.79

+

HOME

SEARCH

CART

PROFILE

SAVED

Hi-Fi Wireframes

Checkout

Track Order

Subscriptions

Profile

9:41

<

Checkout

DELIVERY ADDRESS

Change

Jane Smith

123 Main Street, Apt 4B
Brooklyn, NY 11201

●

Est. delivery: **Tomorrow, 7-9 AM**

PAYMENT METHOD

Credit / Debit Card

Visa **** 4821

Apple Pay

Touch ID required

Cash on Delivery

Pay when delivered

ORDER REVIEW

Whole Milk 1L × 2

\$4.98

Cheddar Block 200g × 1

\$4.99

Free Range Eggs × 12

\$5.99

Total

\$16.95

Place Order · \$16.95

HOME

SEARCH

CART

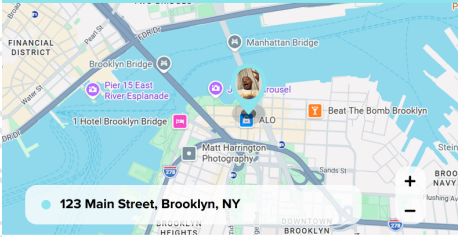
PROFILE

SAVED

9:41

<

Delivery Tracking



● On its way

28 min

Arriving Tomorrow, 7-9 AM

Ordered

Packed

En route

Delivered

Alex Dewan

4.9 · 1,240 deliveries

YOUR BASKET

Whole Milk 1L × 2

\$4.98

Cheddar Block 200g × 1

\$4.99

Free Range Eggs × 12

\$5.99

Total

\$15.96

HOME

SEARCH

CART

PROFILE

SAVED

9:41

Subscriptions (3)

NEXT DELIVERY

Manage

Monday, Jun 30 · 7-9 AM



Whole Milk 1L

\$2.49/wk

Skip

Edit



Cheddar Block 200g

Bi-weekly · Next: Mon Jul 7

\$4.99/2wk

Skip

Edit



Free Range Eggs ×12

Weekly · Next: Mon Jun 30

\$5.99/wk

Skip

Edit

+

Add Subscription



HOME

SEARCH

CART

PROFILE

SAVED

9:41

Profile

Jane Smith

jane@example.com

MEMBER SINCE JAN 2024

15

ORDERS

8

SAVED

4

REVIEWS



My Orders

3 active · 12 completed

>



Subscriptions

2 active subscriptions

>



Saved Addresses

2 addresses saved

>



Payment Methods

Visa **** 4821

>



Notifications

Push & email enabled

>



Accessibility Mode

Standard · tap to change

>



Account Settings

Email, password, data

>

HOME

SEARCH

CART

PROFILE

SAVED

Peflection & Prototype

WHAT THE RESEARCH CHANGED

The biggest outcome was being proven wrong. The assumptive persona expected a sustainability-driven user — observation showed the opposite: she skipped the ethical story and looked for a farm name and best-before date. Proof over narrative.

Two more assumptions broke down. Sign-in placed right after the splash screen — she closed a competitor app in 4 seconds at that exact point. And subscription, assumed to be a simple benefit, triggered the strongest emotional reaction of the interview: fear of not being able to cancel.

WHAT I'D DO DIFFERENTLY

Run the qualitative interview earlier — the assumptive flow was already detailed by the time real behavior was observed, forcing a rebuild instead of a refinement. Also test more than one participant to separate individual habits from category-wide behavior.

WHAT I'M TAKING FORWARD

Watching beats asking. She described herself as someone who browses and compares — then went straight to the search bar on all three apps, every time. Design for what people do, not what they say.



Prototype

<https://www.figma.com/proto/KAh-nhnkhG43kO1ZOyrz4IA/UX-dairy-?node-id=176-1966&t=i4s4Df1K8RB-hct8d-1>